PERSISTENCE

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'Press On' has solved, and always will solve, the problems of the human race."

CALVIN COOLIDGE

BASEBALL

Continues As Country's No. 1 Spectator Sport

Attendance: 89,525,211

	1988		*Difference 1988 & 1987*
BASEBALL			
Major Leagues, 26 Teams	52,998,904	PLUS	987,398
Minor Leagues, 19 Circuits	21,661,823	PLUS	1,446,259
World Series and Play-Offs	1,516,316	minus	85,500
Colleges	13,348,168	minus	1,034,984
Totals	89,525,211	PLUS	1,313,173
***RACING**			
Thoroughbreds	54,840,709	PLUS	2,016,297
Harness	19,317,560	minus	1,429,469
Totals	74,158,269	PLUS	586,828
FOOTBALL			
Collegiate, 680 Schools	35,574,143	minus	888,528
National Football League, 28 Teams	13,539,848	PLUS	2,133,682
Post-Season Games, Colleges & Pros	1,910,829	minus	269,981
Totals	51,024,820	PLUS	975,173
BASKETBALL ('87-'88 Season)			
1277 Senior Colleges, Incl. Tourneys	32,504,024	PLUS	592,723
N.B.A., 23 Teams, Including Play-Offs	14,051,821	PLUS	895,593
Totals	46,555,845	PLUS	1,488,316
HOCKEY ('87-'88 Season)			
National Hockey League, 21 Teams	13,454,413	PLUS	215,566
†Minors & Colleges	13,420,730	PLUS	1,159,059
Totals	26,875,143	PLUS	1,374,625
GREYHOUND RACING	26,618,552	PLUS	317,841
†BOXING	6,100,553	PLUS	222,825
†WRESTLING	22,288,603	PLUS	315,316
†AUTOMOBILE RACING	85,968,814	PLUS	7,744,233
†SOCCER	6,397,778	minus	84,540
†TENNIS (Open)	6,978,571	PLUS	514,969

*Includes attendance at inter-track wagering outlets.

†Estimated, exact figures not available.

These are official attendance figures obtained from National and American Leagues, State Racing Commissions, U.S. Trotting Ass'n., National Ass'n. of Professional Baseball Leagues (Minor Leagues), Collegiate Baseball Magazine, National Football League, N.C.A.A. College Football Survey, National Hockey League, American Hockey League, International Hockey League, Intercollegiate Hockey Newsletter, National Basketball Ass'n, N.C.A.A. College Basketball Survey, American Greyhound Track Operators Association, Bert Randolph Sugar (boxing, wrestling), Major Indoor Soccer League, American Indoor Soccer Association, Racing Division of the Goodyear Tire and Rubber Co., and International Tennis Federation.

49 YEARS—THOROUGHBRED RACING'S NATIONAL GROWTH IN ATTENDANCE—

1940	8,500,000
1941	10,000,000
1942	10,693,837
1943	14,000,000
1944	17,914,908
1945	19,422,395
1946	24,859,505
1947	25,704,853
1948	25,257,337
1949	23,811,890
1950	24,121,223
1951	27,017,000
1952	29,177,027
1953	31,238,263
1954	31,355,798
1955	31,230,724
1956	32,104,373
1957	32,999,842
1958	32,837,691
1959	33,754,790
1960	34,795,007
1961	35,857,001
1962	37,257,070
1963	38,636,295
1964	40,827,872
1965	40,737,009
1966	40,913,694
1967	40,595,855
1968	41,517,104
1969	42,893,379
1970	44,854,675
1971	46,750,643
1972	45,590,028
1973	47,234,843
1974	48,823,814
1975	51,249,076
1976	51,242,451
1977	50,571,908
1978	50,587,804
1979	49,579,377
1980	50,084,231
1981	51,425,024
1982	51,851,587
1983	50,169,430
1984	50,284,324
1985	50,499,754
1986	47,913,693
1987	52,824,412
*1988	54,840,709

*record figure

THOROUGHBRED RACING'S NATIONAL ATTENDANCE BY STATES 1988

	Racing Days	Attendance
*California	621	11,871,319
*New York	480	5,163,008
*New Jersey	342	3,920,282
*Louisiana	574	3,598,491
*Illinois	433	3,137,562
Florida	380	2,996,390
*Maryland	284	2,949,639
*Kentucky	287	2,653,143
*Pennsylvania	417	2,272,173
Ohio	438	1,874,541
*Washington	352	1,602,437
*Nebraska	228	1,577,262
New Mexico	415	1,250,388
West Virginia	484	1,226,301
Arkansas	67	1,194,689
Oklahoma	214	1,157,171
Massachusetts	268	1,124,957
Minnesota	122	1,045,497
New Hampshire	252	1,023,241
Michigan	212	778,516
Arizona	202	745,803
Oregon	166	480,175
Delaware	99	384,012
Montana	68	168,891
Idaho	61	141,394
Wyoming	47	104,604
Missouri	17	n.a.
Kansas	15	n.a.
Miscellaneous, Hunt Meets, Etc.	39	398,823
Totals	7,584	54,840,709

n.a.—not available

*—Includes attendance at inter-track wagering outlets.

Baseball and Racing Attendance In Eight Major Cities

NEW YORK CITY

	1988		Difference 1988 & 1987
RACING:			
Thoroughbreds	4,759,274		
Trotting	1,482,440		
Totals	6,241,714	minus	899,350
BASEBALL:			
New York Mets	3,055,445		
New York Yankees	2,633,701		
Totals	5,689,146	PLUS	227,345

BALTIMORE

RACING:			
Thoroughbreds	2,949,639		
Trotting	1,243,038		
Totals	4,192,677	PLUS	440,207
BASEBALL:			
Baltimore Orioles	1,660,738	minus	174,954

PHILADELPHIA

RACING:			
Thoroughbreds	2,265,933		
Trotting	699,352		
Totals	2,965,285	minus	17,356
BASEBALL:			
Philadelphia Phillies	1,990,041	minus	110,069

CLEVELAND

RACING:			
Thoroughbreds	932,499		
Trotting	681,019		
Totals	1,613,518	PLUS	427,649
BASEBALL:			
Cleveland Indians	1,411,610	PLUS	333,712

LOS ANGELES

	1988		Difference 1988 & 1987
RACING:			
Thoroughbreds	8,227,944		
Trotting	307,009		
Totals	8,534,953	PLUS	1,157,292
BASEBALL:			
Los Angeles Dodgers	2,980,262		
California Angels	2,340,925		
Totals	5,321,187	minus	172,521

CHICAGO

RACING:			
Thoroughbreds	2,484,539		
Trotting	1,576,957		
Totals	4,061,496	minus	571,644
BASEBALL:			
Chicago Cubs	2,089,034		
Chicago White Sox	1,115,749		
Totals	3,204,783	minus	38,407

SAN FRANCISCO

BASEBALL:			
Oakland Athletics	2,287,335		
San Francisco Giants	1,785,297		
Totals	4,072,632	PLUS	476,543
RACING:			
Thoroughbreds	3,643,375		
Trotting	120,916		
Totals	3,764,291	PLUS	340,908

DETROIT

BASEBALL:			
Detroit Tigers	2,081,162	PLUS	19,332
RACING:			
Thoroughbreds	778,516		
Trotting	1,132,304		
Totals	1,910,820	minus	56,015

NATIONAL TURF DAILIES

THE MOST POWERFUL ADVERTISING MEDIUM IN THE SPORTS MARKET—REACHING 74,000,000 ADULT RACING FANS

Consists of Four Newspapers—
Edited Especially For The Booming Racing Audience
Cream of the $150-Billion Leisure Time Industry
Direct National Coverage of the Racing Market
100 Major Tracks—Coast-to-Coast

DAILY RACING FORM—COVERING EASTERN MARKET
DAILY RACING FORM—COVERING MID-WESTERN MARKET
DAILY RACING FORM—COVERING WESTERN MARKET
DAILY RACING FORM—COVERING CANADIAN MARKET

PUBLISHED BY
DAILY RACING FORM, INC.
10 LAKE DRIVE (609) 448-9100 HIGHTSTOWN, N.J. 08520

LEO WALDMAN
Advertising Manager

COMPILED MARCH 1989

NOTE TO THE READER

This is a survey of attendance at the major organized sports in the United States. It does not include attendance figures for basketball played in high school gymnasiums, softball games, school hockey, etc. The object of this survey is to pinpoint for the advertiser and the agency the current spectator popularity of the major sports so that they can best spend their advertising sports dollar.

NATIONAL TURF DAILIES

Four Paper Combination—$2.25 Per Line

These Publications Can Be Purchased as a Group or Individually

Paper	Open Individual Rates	Circulation Saturdays	Mondays	Tuesdays To Fridays
EASTERN MARKET				
Daily Racing Form	.90	75,343	49,524	43,468
MID-WESTERN MARKET				
Daily Racing Form	.70	64,977	*31,495	31,878
WESTERN MARKET				
Daily Racing Form	.70	48,120	†40,539	29,865
CANADIAN MARKET				
Daily Racing Form	.55	10,445	†8,385	5,674
Total		198,885	129,943	110,885

These are net paid ABC circulation figures, three months ending June 30, 1988.
*No racing Mondays. This is Sunday's circulation.
†No racing Mondays and Tuesdays. This is Sunday's circulation.

RATES FOR NATIONAL TURF DAILIES

Open	$2.25 per line
5,000 lines	2.15 "
10,000 lines	2.05 "
15,000 lines	2.00 "
20,000 lines	1.92 "
25,000 lines	1.86 "
50,000 lines	1.65 "

SPECIAL CLASSIFICATION:

Turf Auctions, Breeders, Turf Publications, Handicap Products, etc	$3.45 per line
Race Tracks	$2.65 " "

COLOR AVAILABLE IN EASTERN AND MID-WESTERN MARKETS—

Reservations 10 days in advance—subject to availability.
Minimum space 420 lines or quarter page.
Use B/W line rate, plus following applicable costs:

B/W 3 c.	B/W 2 c.	B/W 1 c.
50%	30%	20%

Printing material 7 days in advance.

ALL CLASSIFICATIONS: 20% PREMIUM CHARGE FOR B&W BACK PAGE AND FRONT PAGE OF SECOND SECTION—AND 5% ADDITIONAL FOR ONE COLOR

NATIONAL TURF DAILIES

Why Are They

A Superior Advertising Medium?

★ They blanket the largest and most powerful buying sports market—74,158,269 fans—the best free-spending audience offered by any advertising medium.

★ No waste circulation—all readers are adults.

★ They are point-of-sale medium, particularly with cigarettes, cigars, beer and other alcoholic beverages, which are sold inside the tracks.

★ The only medium which can give you direct national coverage of the turf market—a market which has zoomed from a national attendance of 8,500,000 in 1940 to over 74,000,000 in 1988.

★ The most thoroughly-read daily newspapers in the country. Page-by-page readership is assured because every page carries necessary data relative to *that day's* events in the turf world.

★ Quality editorial material and circulation: You won't find these facts in Standard Rate & Data and they are not in any of the ABC reports, but the number of times you can make a reader return to his newspaper will determine the effectiveness of your advertising.

★ The daily single copy price is $2.50—many times the cost of any other daily publication. The mimimum yearly subscription price is $822.00. It is expensive to maintain an interest in racing, and therefore, each reader's spending power has to be far above average. They buy more because they have more.

★ National Turf Dailies have an ABC circulation of 198,885 (Saturdays) and a multiple readership of over 700,000—and remember, all adults. These papers are a "must" wherever racing fans congregate. They are referred to again and again by one person after another.

★ Racing's popularity is booming. In 1988 national attendance totaled 74,158,269, pari-mutuel wagering reached a record $11,025,911,929, and purse distribution reached an all-time record high, $966,649,741. It is good business to go along with a winning combination.

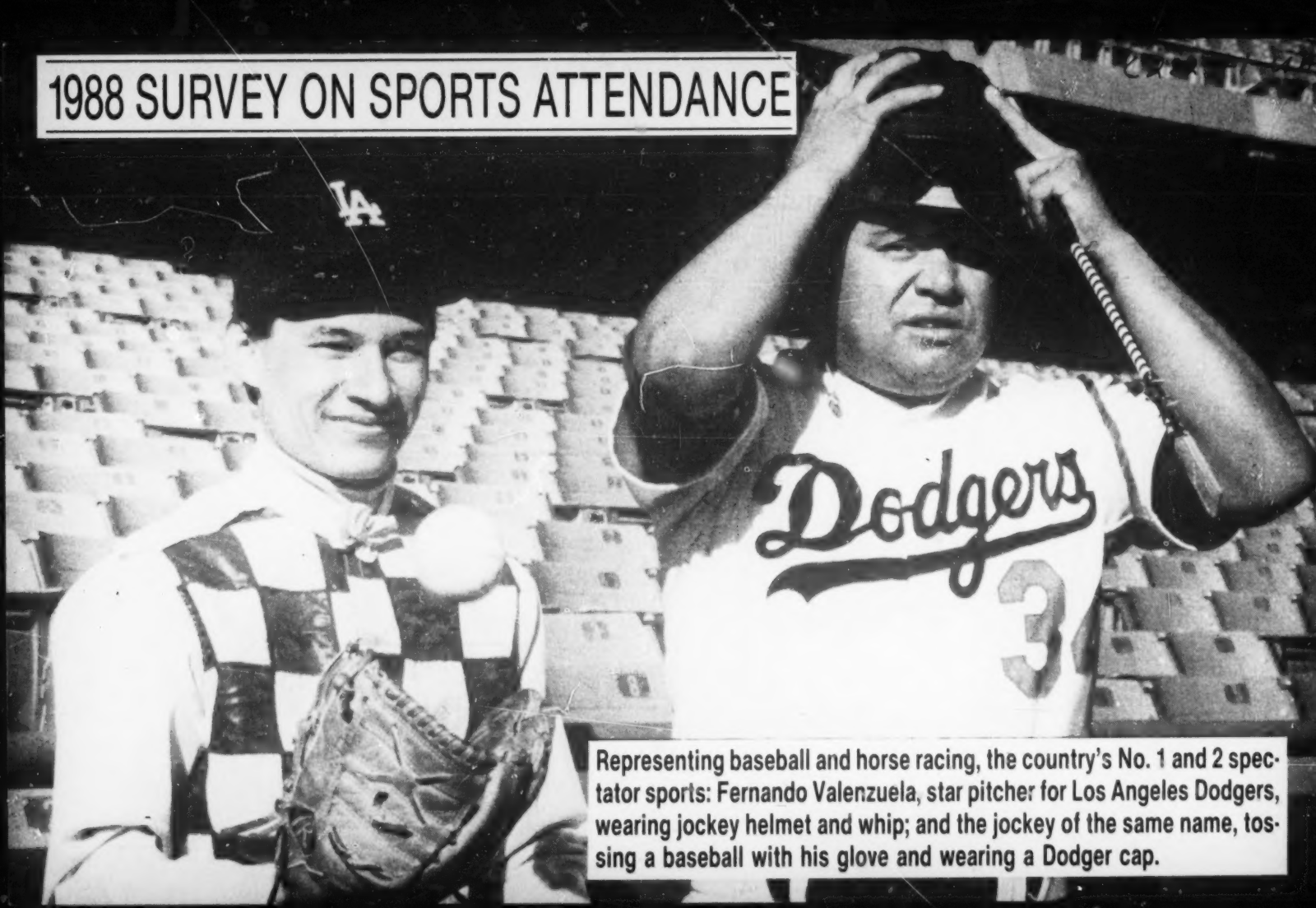
★ You can run change of copy or brand in each publication, thereby overcoming distribution problems, if any, and waste circulation—all under the money-saving combination rate.

OUR 1988 ADVERTISERS INCLUDED

Alonso Studio
Amicus Press
Anheuser-Busch, Inc.
Arabian Jockey Club
Aruba Island Tours
Backstretch Gallery
Bookworks
Brook Ledge Vans
Bushnell Binoculars
CCS Publishing, Inc.
Cadillac Kennels
Calif. Thoroughbred Breeders Ass'n.
Century 21 Real Estate
Christie's
Classic Gallery of Sport
Coca-Cola Bottling Co.
Cornell Associates Realty
Cynthia Publishing
Derby Limousine
Dutch Valley Mills
Eclipse Thoroughbred Library
Equine Appraisal Institute
Equine Capital Corporation
Equine Preservation Society
Equitrack
Evergreen Galleries
Fasig-Tipton Company
Fasig-Tipton Livestock Underwriters
Florida Thoroughbred Breeders Ass'n.
Frost & Reed Ltd.
General Instrument Corp.
Guarisco Gallery Ltd.
H.B.P.A.
Harris Books
Hotels
- Bally's Park Place
- Caesars Atlantic City
- Caesars Palace
- Capri Motor Inn
- Cherry Hill Inn
- Circus Circus
- Desmond Americana
- Diplomat Florida
- Frontier Hotel
- Gideon Putnam Hotel
- Gold & Racquet Club
- Holiday Inn, Saratoga Springs
- Lucayan Beach Resort
- Palm Bay Hotel
- Riviera Hotel
- Tropicana
- Trump Castle
- Trump Plaza
- Union Plaza

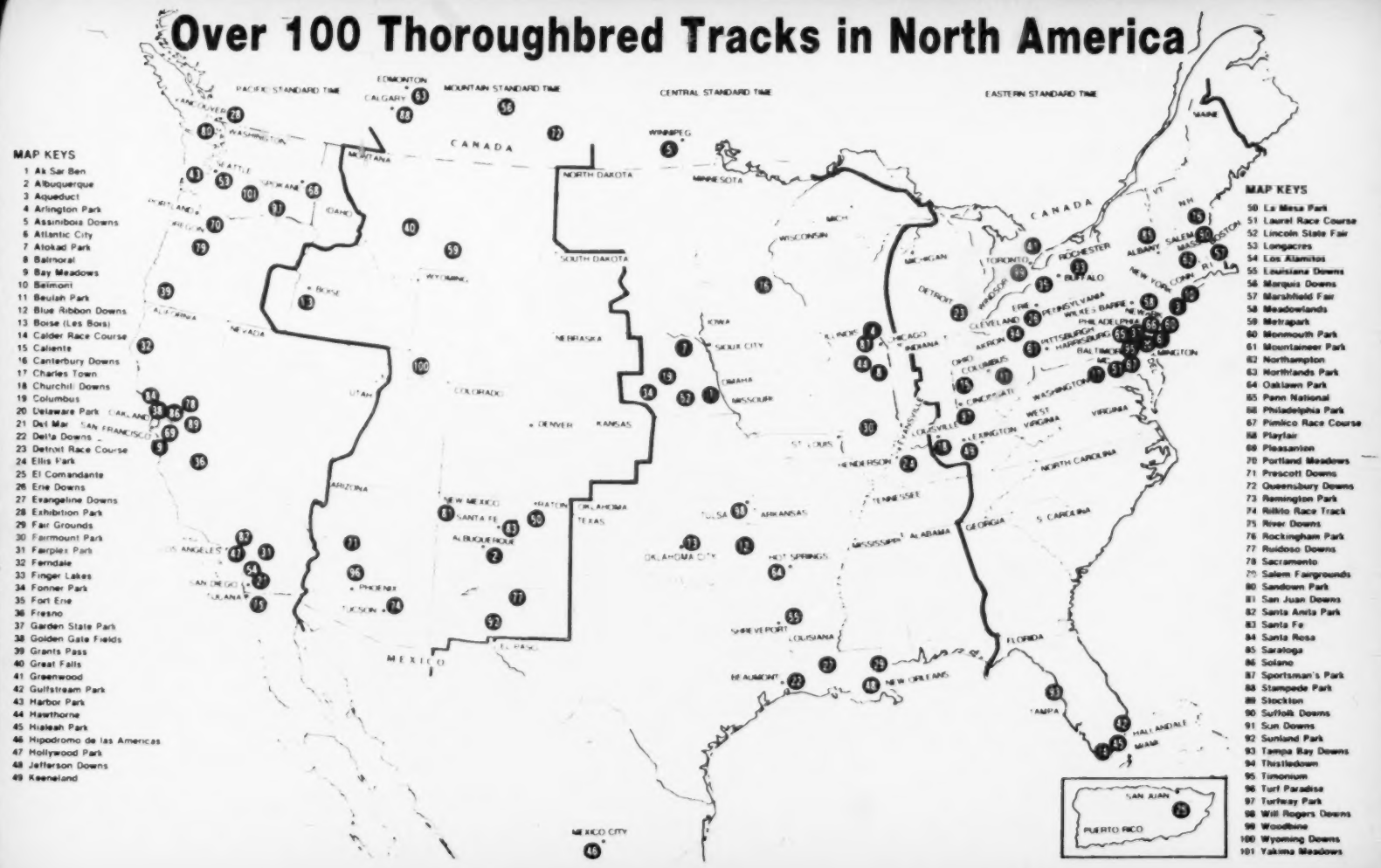
Illinois Dept. of Agriculture
Inside Racing Publications
International Thoroughbred Breeders
James B. Beam Distilling Co.
Japan Cup
Jockeys' Guild
John Ewing Company
Jones Precision Photo
Keeneland Association
Louisiana Thoro. Breeders Sales Co.
Madison Square Garden
Mall Airways
Manor Homes at Saratoga
Maryland Horse Breeders Ass'n.
Maryland Million Ltd.
Matchmaker Ltd.
Mather & Co.
McGraw Hill Publishers
NBC-TV Sports
New Jersey Dept. of Agriculture
New Jersey Network-TV
N. J. Sports & Exposition Authority
New Jersey Transit
Newmarket Gallery
New York Racing Association
N. Y. State Breeding Fund
Off Track Betting Corp. (NYC)
Patterson Schwartz Realtors
Pegasos Press, Publishers
Pennsylvania Horse Breeders Ass'n.
Racing Scene Gallery
Rhulen Insurance Agency
Saratoga County
Seagram Distillers
Shadowbrook Restaurant
Smart Insurance Services
Sotheby's Int'l. Realty
Sports Network Beeper, Inc.
Squires Pub
Starpoint Publishing
Tattersalls Ltd.
Texas Thoroughbred Breeders' Ass'n.
The Jockey Club
Thoroughbred Breeders Ass'n. of N.J.
Transigraphics Editions, Ltd.
Transpirator Technologies
Triple Crown Productions
University of Arizona
WKAT Radio
W. J. Young, Inc., Absorbine
Westchester County
Westcliff Publications
William Morrow, Publishers
Winner's Circle Insurance
Woodside Assoc., Publishers

1988 SURVEY ON SPORTS ATTENDANCE



Representing baseball and horse racing, the country's No. 1 and 2 spectator sports: Fernando Valenzuela, star pitcher for Los Angeles Dodgers, wearing jockey helmet and whip; and the jockey of the same name, tossing a baseball with his glove and wearing a Dodger cap.

Over 100 Thoroughbred Tracks in North America



MAP KEYS

1 Ak Sar Ben
2 Albuquerque
3 Aqueduct
4 Arlington Park
5 Assiniboia Downs
6 Atlantic City
7 Atokad Park
8 Balmoral
9 Bay Meadows
10 Belmont
11 Beulah Park
12 Blue Ribbon Downs
13 Boise (Les Bois)
14 Calder Race Course
15 Caliente
16 Canterbury Downs
17 Charles Town
18 Churchill Downs
19 Columbus
20 Delaware Park
21 Del Mar
22 Delta Downs
23 Detroit Race Course
24 Ellis Park
25 El Comandante
26 Erie Downs
27 Evangeline Downs
28 Exhibition Park
29 Fair Grounds
30 Fairmount Park
31 Fairplex Park
32 Ferndale
33 Finger Lakes
34 Fonner Park
35 Fort Erie
36 Fresno
37 Garden State Park
38 Golden Gate Fields
39 Grants Pass
40 Great Falls
41 Greenwood
42 Gulfstream Park
43 Harbor Park
44 Hawthorne
45 Hialeah Park
46 Hipodromo de las Americas
47 Hollywood Park
48 Jefferson Downs
49 Keeneland

MAP KEYS

50 La Mesa Park
51 Laurel Race Course
52 Lincoln State Fair
53 Longacres
54 Los Alamitos
55 Louisiana Downs
56 Marquis Downs
57 Marshfield Fair
58 Meadowlands
59 Metropark
60 Monmouth Park
61 Mountaineer Park
62 Northampton
63 Northlands Park
64 Oaklawn Park
65 Penn National
66 Philadelphia Park
67 Pimlico Race Course
68 Playfair
69 Pleasanton
70 Portland Meadows
71 Prescott Downs
72 Queensbury Downs
73 Remington Park
74 Rillito Race Track
75 River Downs
76 Rockingham Park
77 Ruidoso Downs
78 Sacramento
79 Salem Fairgrounds
80 Sandown Park
81 San Juan Downs
82 Santa Anita Park
83 Santa Fe
84 Santa Rosa
85 Saratoga
86 Solano
87 Sportsman's Park
88 Stampede Park
89 Stockton
90 Suffolk Downs
91 Sun Downs
92 Sunland Park
93 Tampa Bay Downs
94 Thistledown
95 Timonium
96 Turf Paradise
97 Turfway Park
98 Will Rogers Downs
99 Woodbine
100 Wyoming Downs
101 Yakima Meadows